

**Claims in Current Form**

**U.S. Patent Application No. 09/990,411**

1. (original) A logical data model for managing customer relationships for an E-Business retailer operating a web store web site, the logical data model including:

a plurality of entities and relationships defining the manner in which privacy policy and privacy consent information governing the collection and use of customer information by said E-Business retailer is stored and organized within a database,

said privacy policy and privacy consent information including:

privacy consent default values for customers and potential customers of said E-Business retailer;

privacy consent values selected by said customers and potential customers for a plurality of privacy categories defined by the Platform for Privacy Preference (P3P); and

privacy consent values selected by said customers and potential customers for different addresses of said customers and potential customers.

2. (original) The logical data model in accordance with claim 1, wherein said customers and potential customers includes children under thirteen years of age, said privacy policy and privacy consent information further including:

parental privacy consent values for said children under thirteen years of age.

3. (original) A database system for storing and managing information for an E-Business retailer, said information including information obtained from and about customers and potential customers of said E-Business retailer, said

information being organized within said database system in accordance with a logical data model, said logical data model including:

a subject area including a plurality of entities and relationships defining the manner in which privacy policy and privacy consent information governing the collection and use of information from and about customers and potential customers by said E-Business retailer is stored and organized within a database; wherein said subject area includes:

an entity including attributes relating to privacy consent default values for customers and potential customers of said E-Business retailer;

an entity including attributes relating to high-level privacy consent values selected by said customers and potential customers of said E-Business retailer;

an entity including attributes relating to privacy consent values selected by said customers and potential customers for a plurality of privacy categories defined by the Platform for Privacy Preference (P3P); and

an entity including attributes relating to privacy consent values selected by said customers and potential customers for different addresses of said customers and potential customers.

4. (original) The database system in accordance with claim 5, wherein said customers and potential customers includes children under thirteen years of age, said subject area further including:

an entity including attributes relating to parental privacy consent values for said children under thirteen years of age.

5. (original) The database system in accordance with claim 4, wherein said parental privacy consent values comprise Collection and Use Consent, Disclosure Consent and No Consent.

6. (original) The database system in accordance with claim 3, wherein said privacy consent values selected by said customers and potential customers for different addresses of said customers and potential customers comprise:

- different consent values for different postal mail addresses of a customer;
- different consent values for different phone numbers of a customer; and
- different consent values for different email addresses of a customer.

7. (original) The database system in accordance with claim 3, said subject are further comprising:

- an entity including attributes relating to a history of changes to said privacy consent default values for said customers and potential customers of said E-Business retailer;

- an entity including attributes relating to a history of changes to said high-level privacy consent values selected by said customers and potential customers of said E-Business retailer;

- an entity including attributes relating to a history of changes to said privacy consent values selected by said customers and potential customers for a plurality of privacy categories defined by the Platform for Privacy Preference (P3P); and

- an entity including attributes relating to a history of changes to said privacy consent values selected by said customers and potential customers for different addresses of said customers and potential customers.

8. (original) The database system in accordance with claim 4, said subject are further comprising:

- an entity including attributes relating to a history of changes to said parental privacy consent values for said children under thirteen years of age.

9. (original) A database system for storing and managing information for an E-Business retailer, said information including information obtained from and about customers and potential customers of said E-Business retailer, database system comprising:

- a logical data model including a plurality of entities and relationships defining the manner in which privacy policy and privacy consent information governing the collection and use of information from and about customers and potential customers by said E-Business retailer is stored and organized within a database;

- a database table within said database containing privacy consent default values for customers and potential customers of said E-Business retailer;

- a database table within said database containing high-level privacy consent values selected by said customers and potential customers of said E-Business retailer;

- a database table within said database containing privacy consent values selected by said customers and potential customers for a plurality of privacy categories defined by the Platform for Privacy Preference (P3P); and

- a database table within said database containing privacy consent values selected by said customers and potential customers for different addresses of said customers and potential customers.

10. (original) The database system in accordance with claim 9, wherein said customers and potential customers includes children under thirteen years of age, said database system further comprising:

- a database table within said database containing parental privacy consent values for said children under thirteen years of age.

11. (original) The database system in accordance with claim 9, further comprising:

a database table within said database containing a history of changes to said privacy consent default values for customers and potential customers of said E-Business retailer;

a database table within said database containing a history of changes to said high-level privacy consent values selected by said customers and potential customers of said E-Business retailer;

a database table within said database containing a history of changes to said privacy consent values selected by said customers and potential customers for a plurality of privacy categories defined by the Platform for Privacy Preference (P3P); and

a database table within said database containing a history of changes to said privacy consent values selected by said customers and potential customers for different addresses of said customers and potential customers.

12. (original) The database system in accordance with claim 10, further comprising:

a database table within said database containing a history of changes to said parental privacy consent values for said children under thirteen years of age.

13. (original) A customer relationship management system for storing and managing information for an E-Business retailer, said customer relationship management system comprising:

a database for storing and organizing information obtained from and about customers and potential customers of said E-Business retailer;

a logical data model defining the manner in which said information is stored and related within said database; and

a subject area within said logical data model including a plurality of entities and relationships defining the manner in which privacy policy and privacy consent information governing the collection and use of information from and about customers and potential customers by said E-Business retailer is stored and organized within a database; wherein said subject area includes:

an entity including attributes relating to privacy consent default values for customers and potential customers of said E-Business retailer;

an entity including attributes relating to high-level privacy consent values selected by said customers and potential customers of said E-Business retailer;

an entity including attributes relating to privacy consent values selected by said customers and potential customers for a plurality of privacy categories defined by the Platform for Privacy Preference (P3P); and

an entity including attributes relating to privacy consent values selected by said customers and potential customers for different addresses of said customers and potential customers.

14. (original) The customer relationship management system in accordance with claim 13, wherein said customers and potential customers includes children under thirteen years of age, said subject area further including:

an entity including attributes relating to parental privacy consent values for said children under thirteen years of age.

15. (original) The customer relationship management system in accordance with claim 14, wherein said parental privacy consent values comprise Collection and Use Consent, Disclosure Consent and No Consent.

16. (original) The customer relationship management system in accordance with claim 13, wherein said privacy consent values selected by said customers and potential customers for different addresses of said customers and potential customers comprise:

- different consent values for different postal mail addresses of a customer;
- different consent values for different phone numbers of a customer; and
- different consent values for different email addresses of a customer.

17. (original) A customer relationship management system for storing and managing information for an E-Business retailer, said customer relationship management system comprising:

- a database for storing and organizing information obtained from and about customers and potential customers of said E-Business retailer;

- a logical data model defining the manner in which said information is stored and related within said database, said logical data model including a plurality of entities and relationships defining the manner in which privacy policy and privacy consent information governing the collection and use of information from and about customers and potential customers by said E-Business retailer is stored and organized within said database;

- a database table within said database containing privacy consent default values for customers and potential customers of said E-Business retailer;

- a database table within said database containing high-level privacy consent values selected by said customers and potential customers of said E-Business retailer;

a database table within said database containing privacy consent values selected by said customers and potential customers for a plurality of privacy categories defined by the Platform for Privacy Preference (P3P); and

a database table within said database containing privacy consent values selected by said customers and potential customers for different addresses of said customers and potential customers.

18. (original) The customer relationship management system in accordance with claim 17, wherein said customers and potential customers includes children under thirteen years of age, said customer relationship management system further comprising:

a database table within said database containing parental privacy consent values for said children under thirteen years of age.

19. (original) The customer relationship management system in accordance with claim 17, further comprising:

a database table within said database containing a history of changes to said privacy consent default values for customers and potential customers of said E-Business retailer;

a database table within said database containing a history of changes to said high-level privacy consent values selected by said customers and potential customers of said E-Business retailer;

a database table within said database containing a history of changes to said privacy consent values selected by said customers and potential customers for a plurality of privacy categories defined by the Platform for Privacy Preference (P3P); and



a database table within said database containing a history of changes to said privacy consent values selected by said customers and potential customers for different addresses of said customers and potential customers.

20. (original) The customer relationship management system in accordance with claim 18, further comprising:

a database table within said database containing a history of changes to said parental privacy consent values for said children under thirteen years of age.

21. (original) A method for managing information for an E-Business retailer, said method comprising the steps of:

establishing a database for storing and organizing information obtained from and about customers and potential customers of said E-Business retailer; and

establishing a logical data model defining the manner in which said information obtained from and about said customers and potential customers is stored and related within said database; and

establishing within said logical data model a plurality of entities and relationships defining the manner in which privacy policy and privacy consent information governing the collection and use of information from and about said customers and potential customers by said E-Business retailer is stored and organized within a database; wherein said plurality of entities includes:

an entity including attributes relating to privacy consent default values for customers and potential customers of said E-Business retailer;

an entity including attributes relating to high-level privacy consent values selected by said customers and potential customers of said E-Business retailer;

an entity including attributes relating to privacy consent values selected by said customers and potential customers for a plurality of privacy categories defined by the Platform for Privacy Preference (P3P); and

an entity including attributes relating to privacy consent values selected by said customers and potential customers for different addresses of said customers and potential customers.

22. (original) The method in accordance with claim 21, wherein said customers and potential customers includes children under thirteen years of age, said plurality of entities further including:

an entity including attributes relating to parental privacy consent values for said children under thirteen years of age.

23. (original) The method in accordance with claim 22, wherein said parental privacy consent values comprise Collection and Use Consent, Disclosure Consent and No Consent.

24. (original) The method in accordance with claim 21, wherein said privacy consent values selected by said customers and potential customers for different addresses of said customers and potential customers comprise:

different consent values for different postal mail addresses of a customer;  
different consent values for different phone numbers of a customer; and  
different consent values for different email addresses of a customer.